

Fig. 1

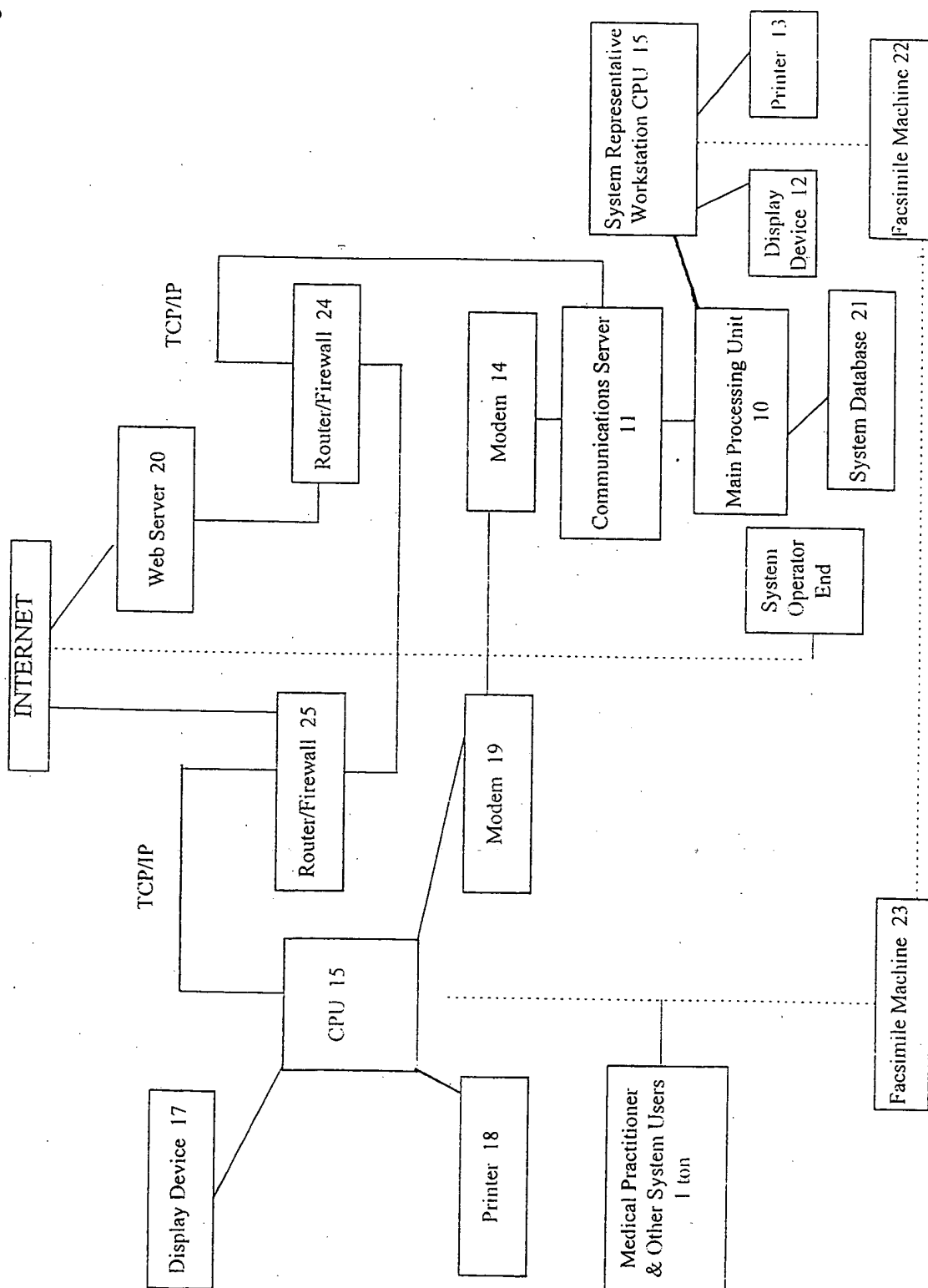
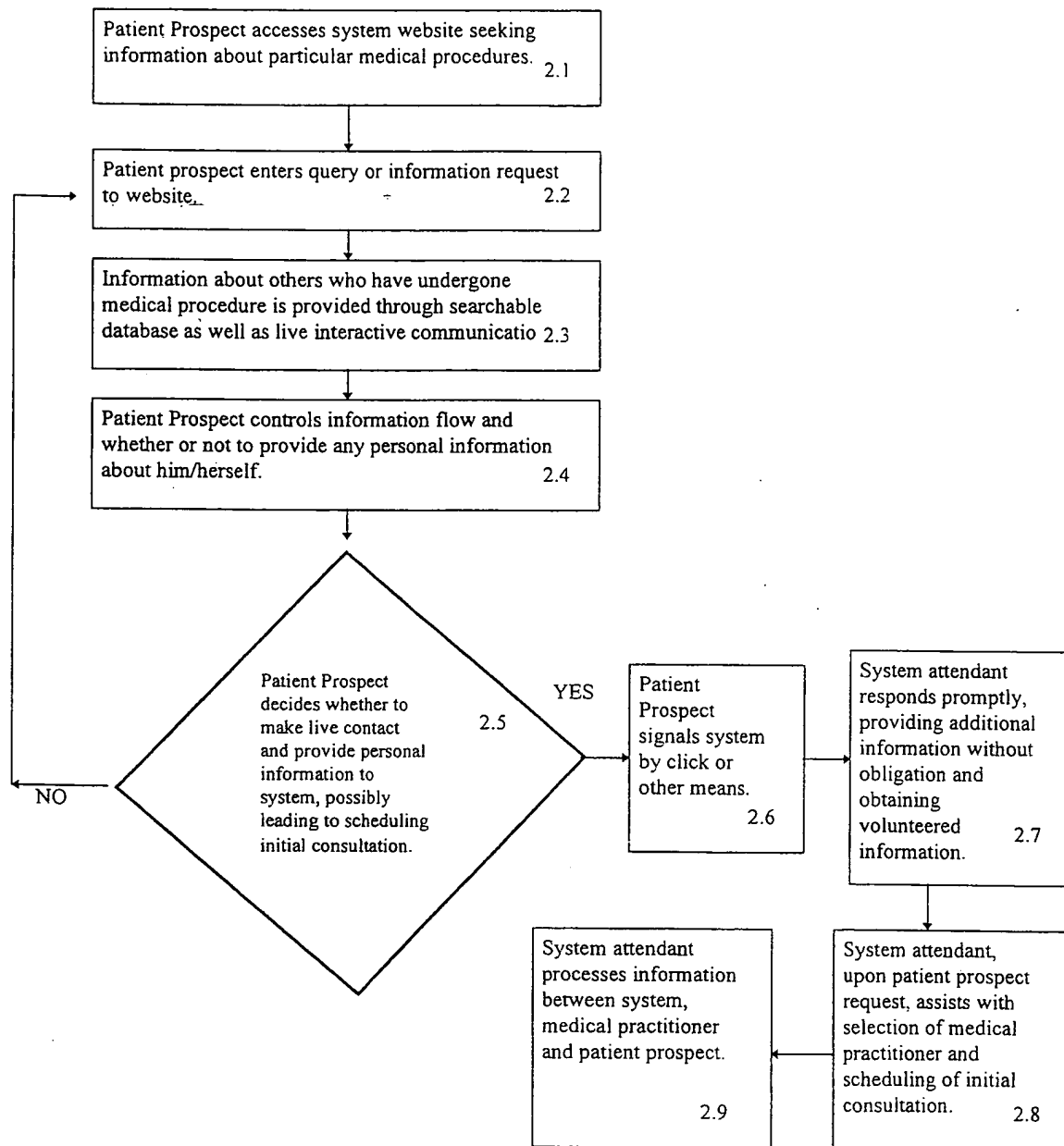


Fig. 2

### Initial Information Delivery and Permission Marketing Process Flow



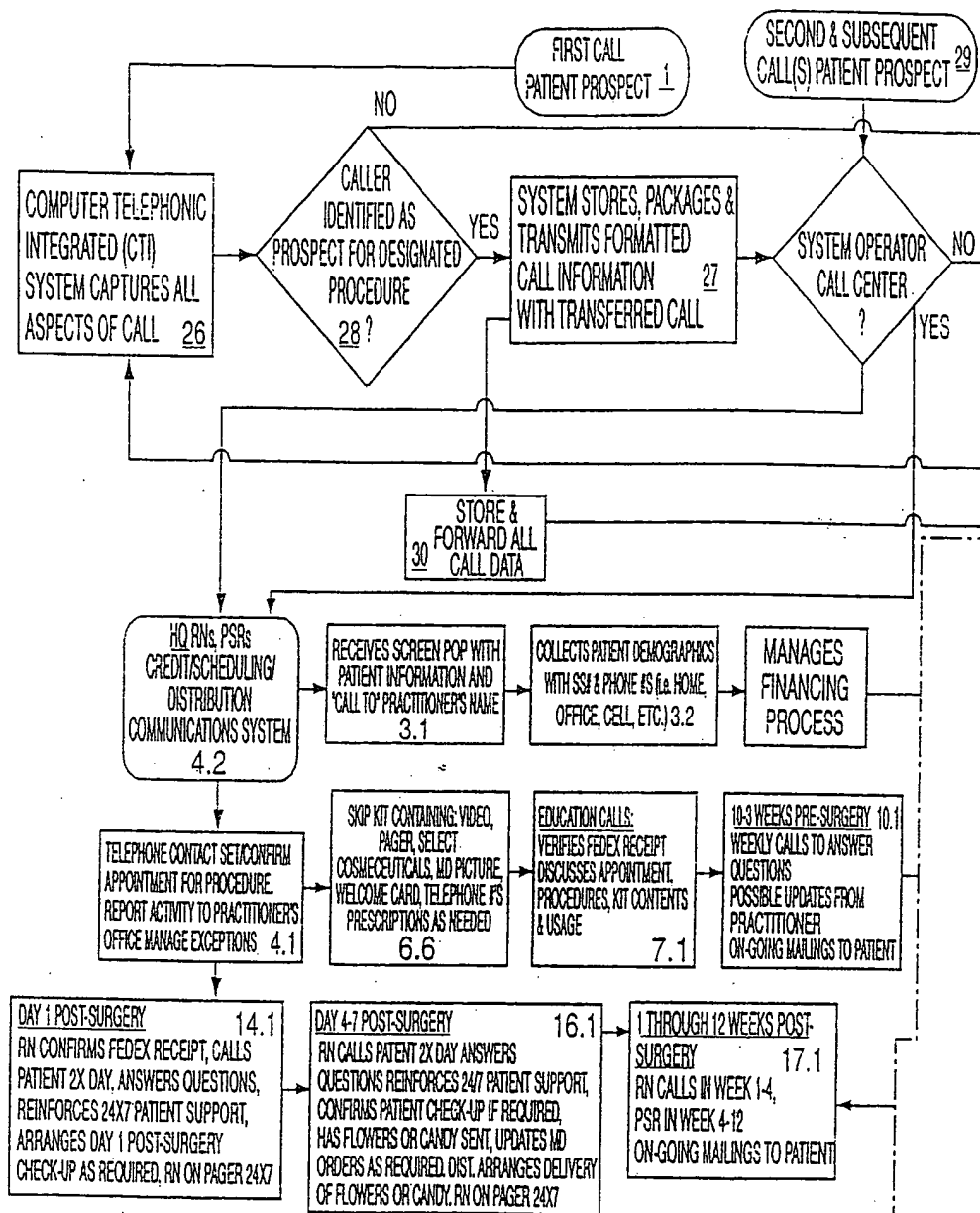


FIG. 3A

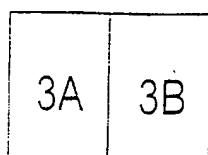
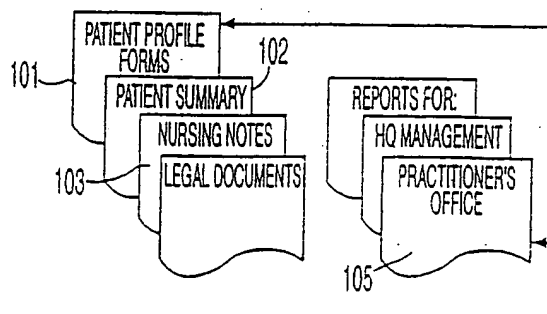


FIG. 3



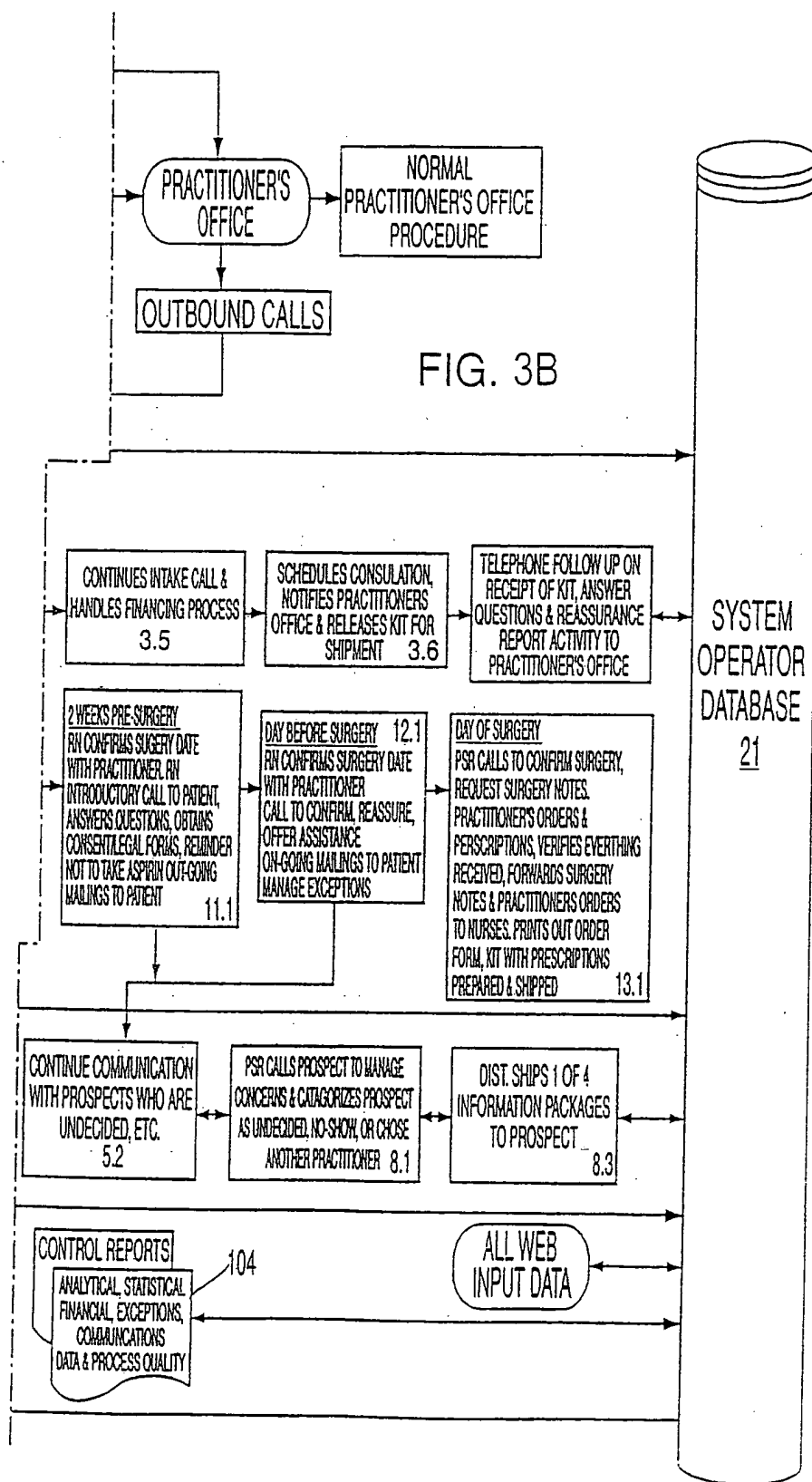
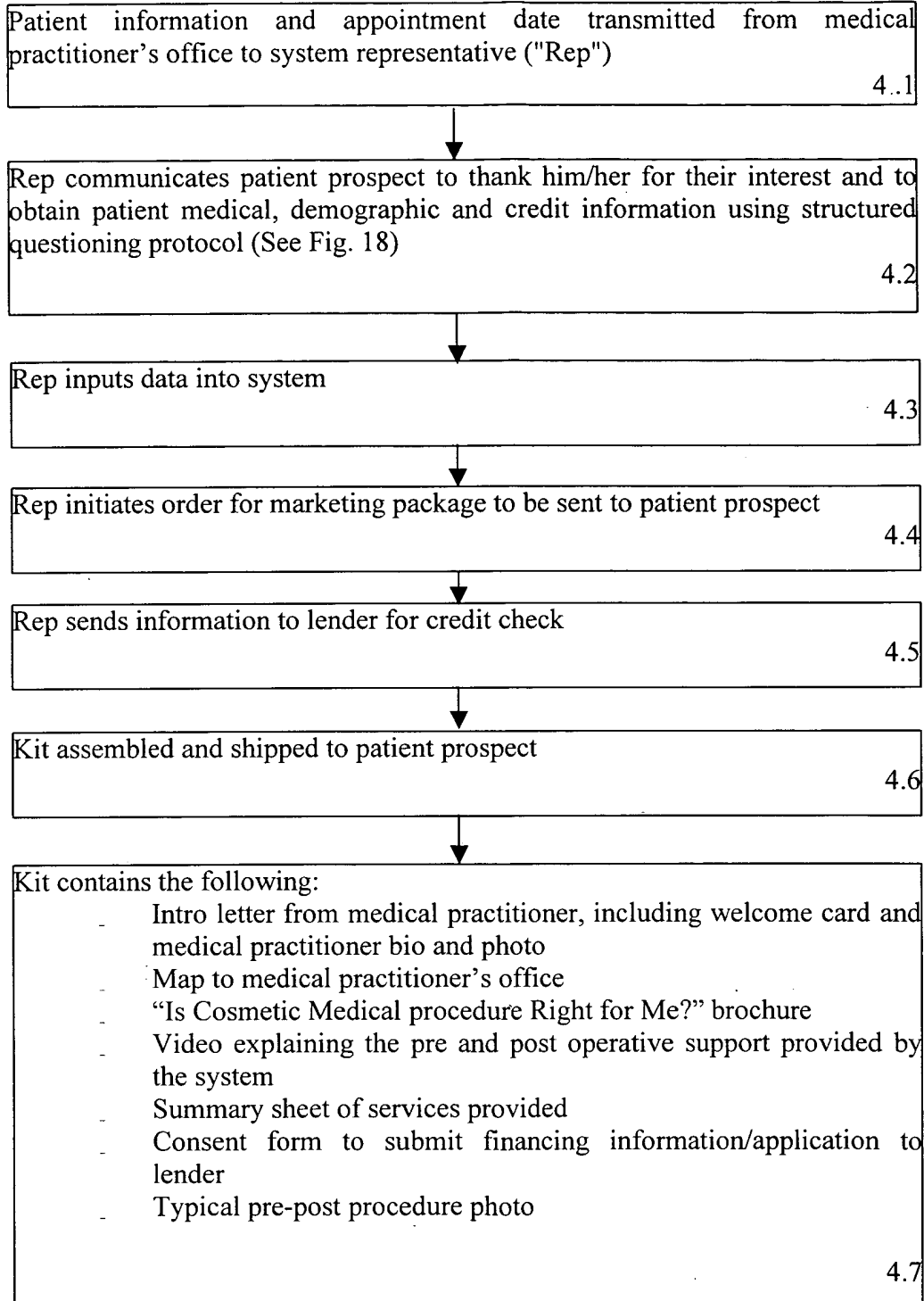


Fig. 4

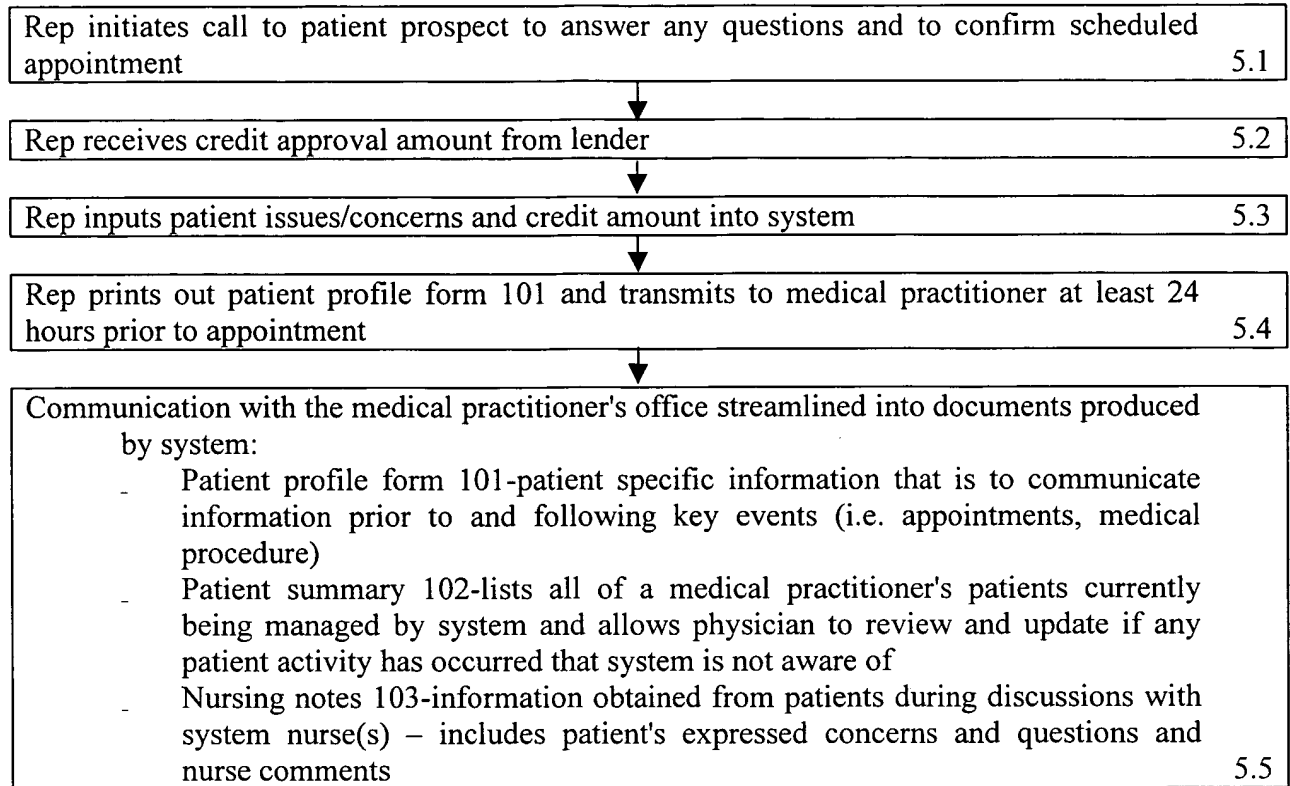
INITIAL CALL BY PATIENT PROSPECT TO MEDICAL PRACTITIONER



09725406-041701  
T04T40"90452260

Fig. 5

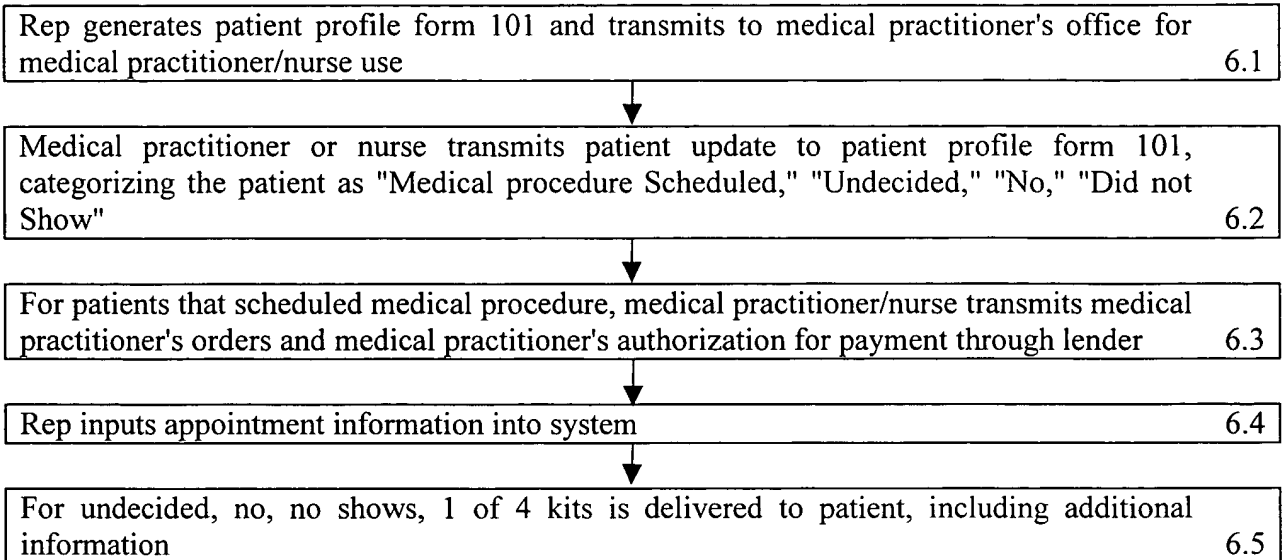
PRE-APPOINTMENT STAGE



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Fig. 6

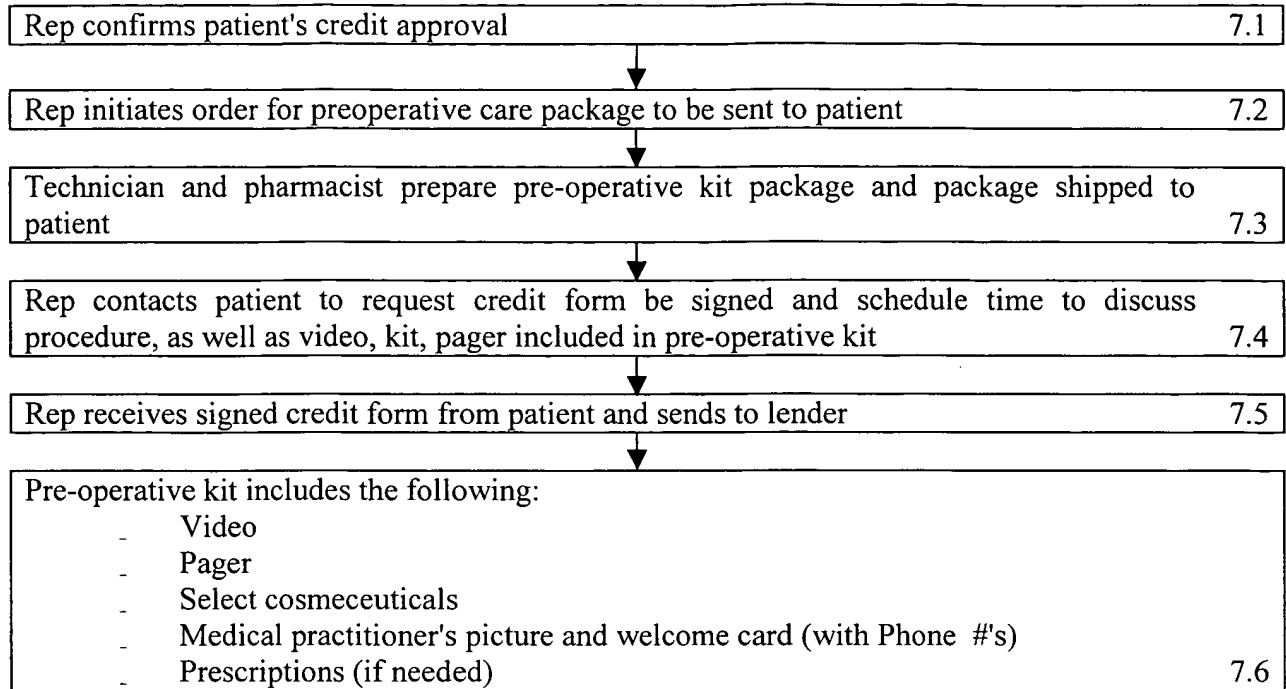
DAY OF APPOINTMENT



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Fig. 7

POST-APPOINTMENT STAGE FOR PATIENTS WHO SCHEDULE PROCEDURE



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Fig. 8

EDUCATION FOR PATIENTS WHO SCHEDULE PROCEDURE

Rep verifies delivery of pre-operative kit by contacting patient and initiates previous scheduled call to patient to discuss appointment, procedure, and package (pager, video and kit)

8.1



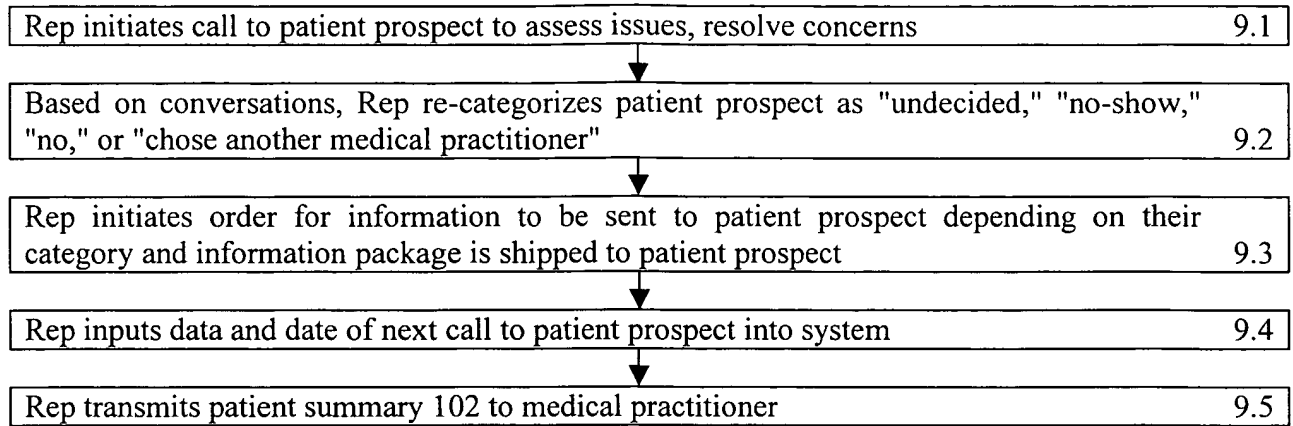
Rep transmits patient profile form 101 which includes confirmation of shipment and notes from conversation to medical practitioner

8.2

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T02T10-90452260

Fig. 9

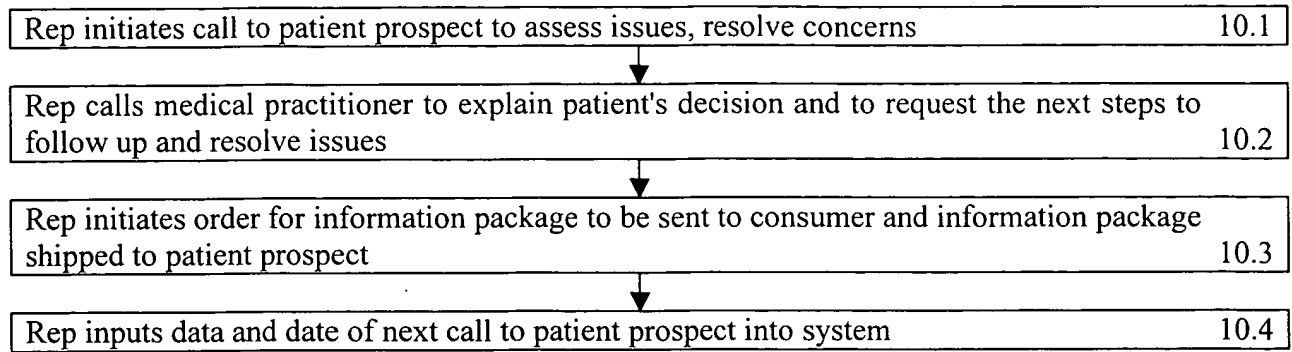
POST-APPOINTMENT STAGE FOR UNDECIDED  
AND NO-SHOW PATIENT PROSPECTS



09725406-04101  
T02T40-90452760

Fig. 10

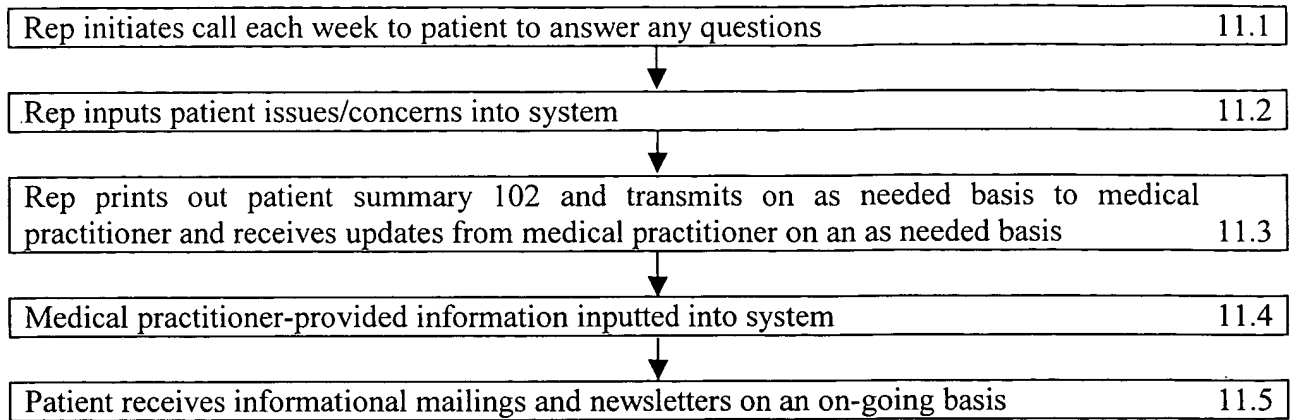
POST-APPOINTMENT STAGE FOR PATIENTS  
THAT CANCEL SCHEDULED PROCEDURE



09/25/06 - 04:17:01

Fig. 11

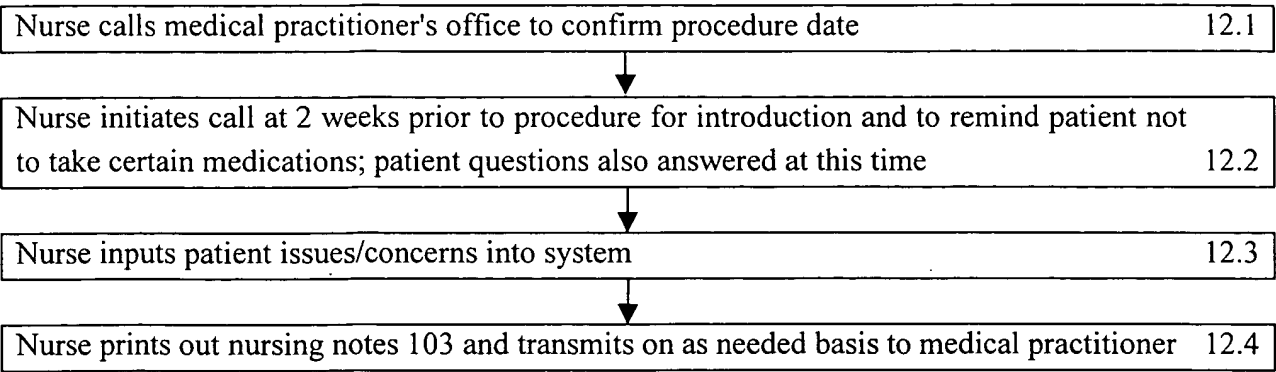
10 WEEKS THROUGH 3 WEEKS PRIOR TO PROCEDURE



00405260

Fig. 12

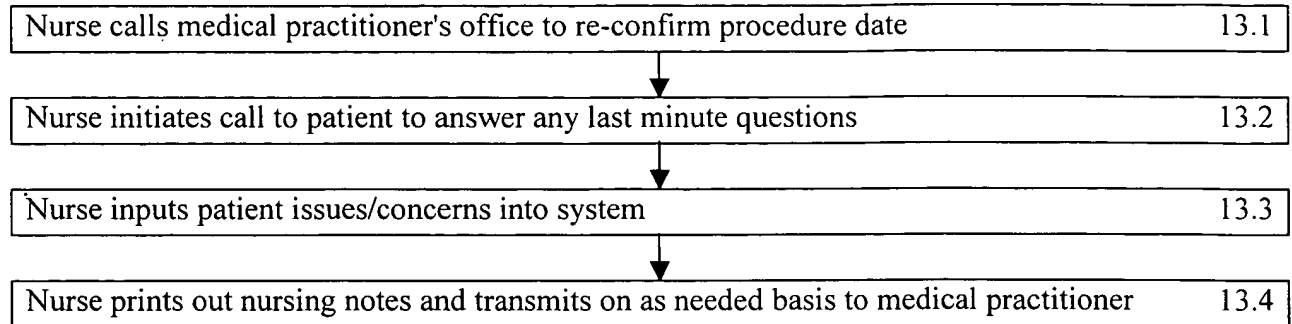
2 WEEKS PRE-PROCEDURE



09725406-041701

Fig. 13

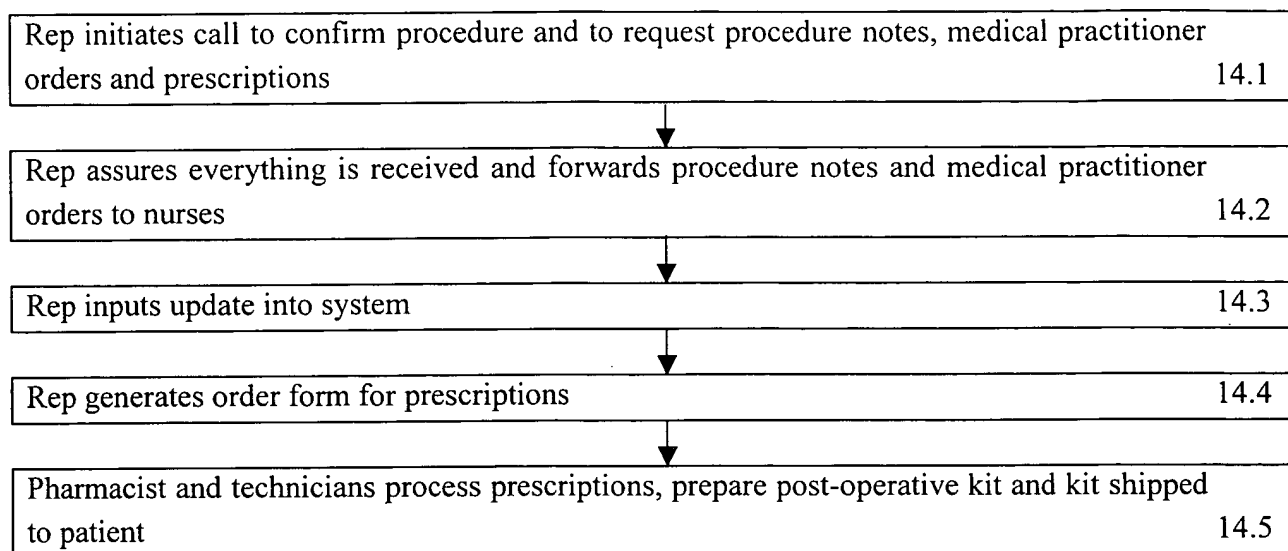
DAY BEFORE PROCEDURE



09725406-044701

Fig. 14

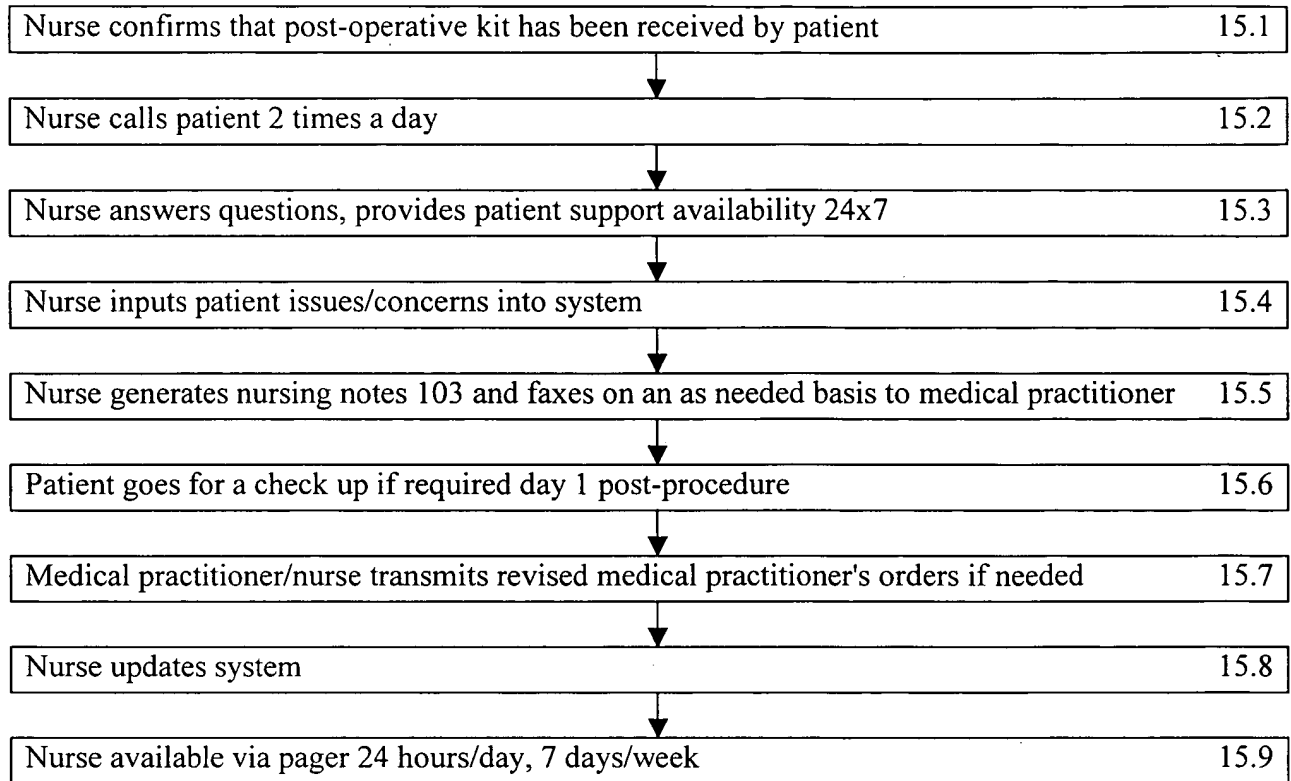
DAY OF PROCEDURE



0925406-041701  
T02T40" 90452460

Fig. 15

DAY 1 – POST PROCEDURE

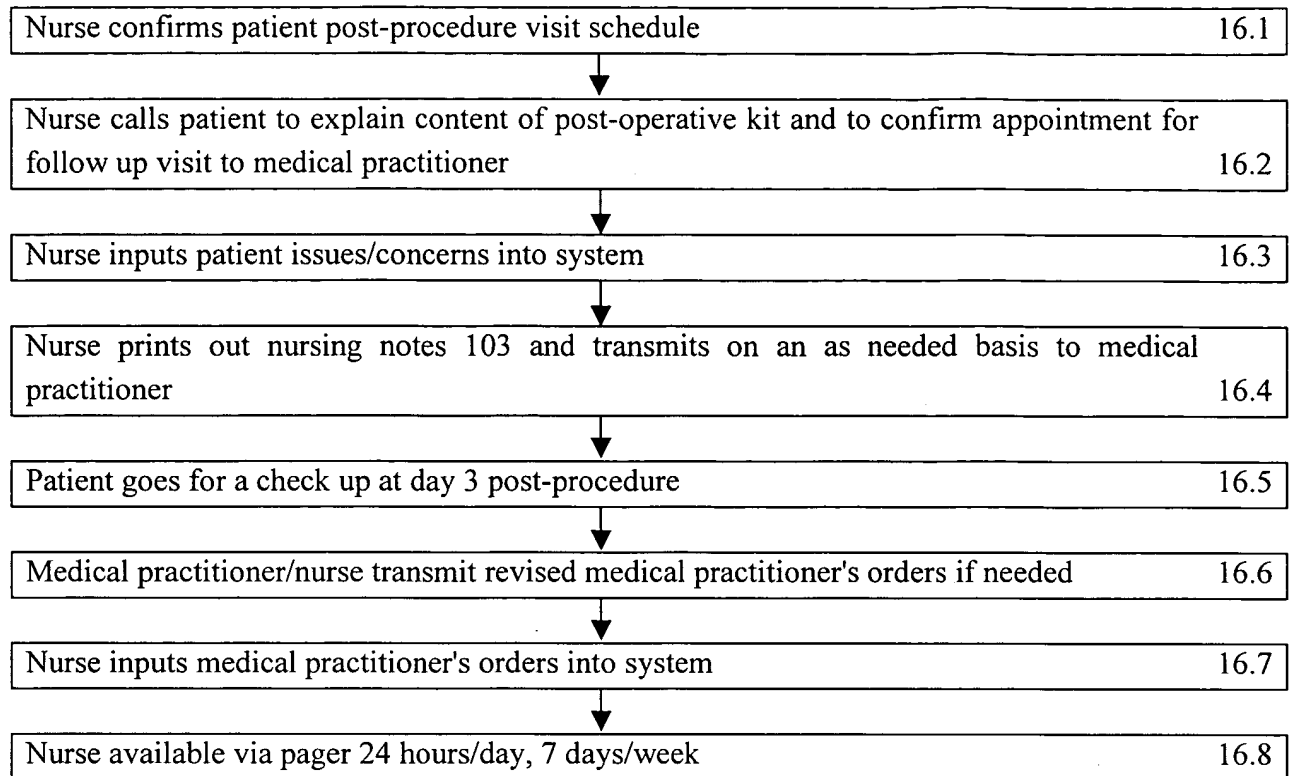


0975406-041701  
T02T40-90452460



Fig. 16

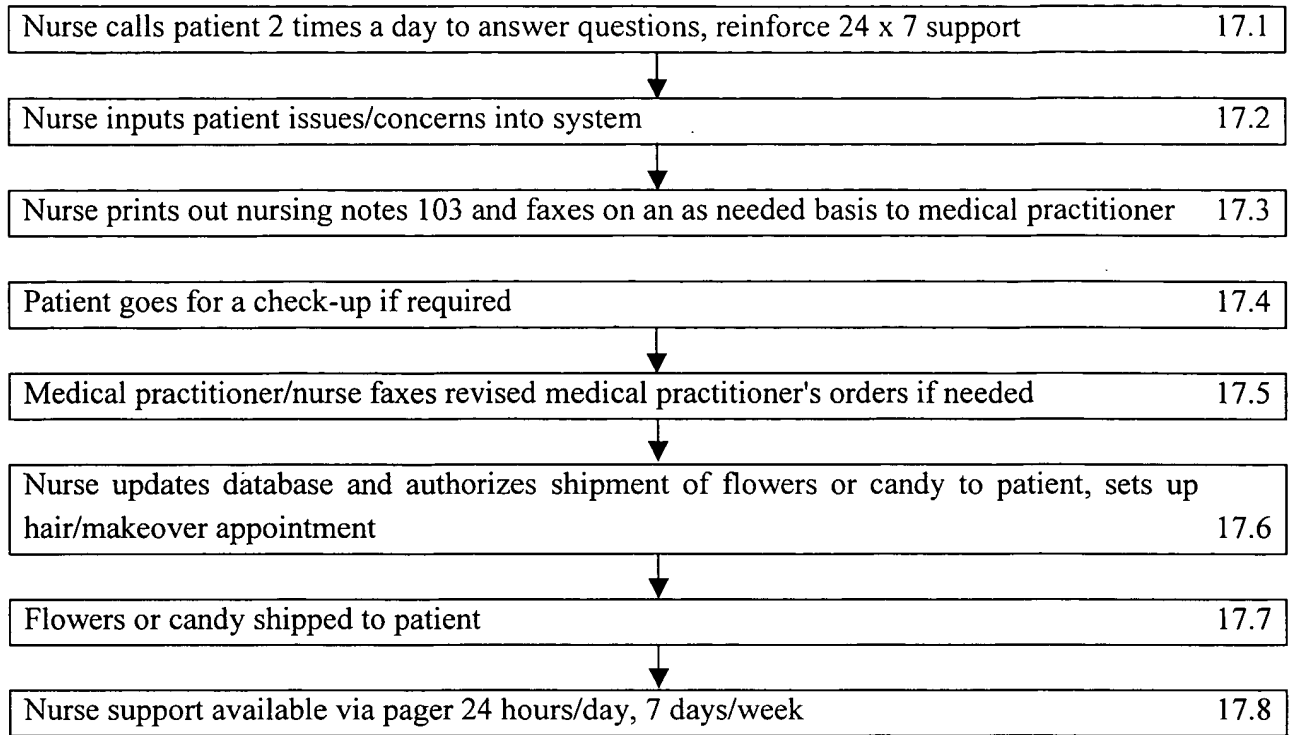
PRIOR TO, AND DAY OF FIRST POST-PROCEDURE VISIT



09405-04701

Fig. 17

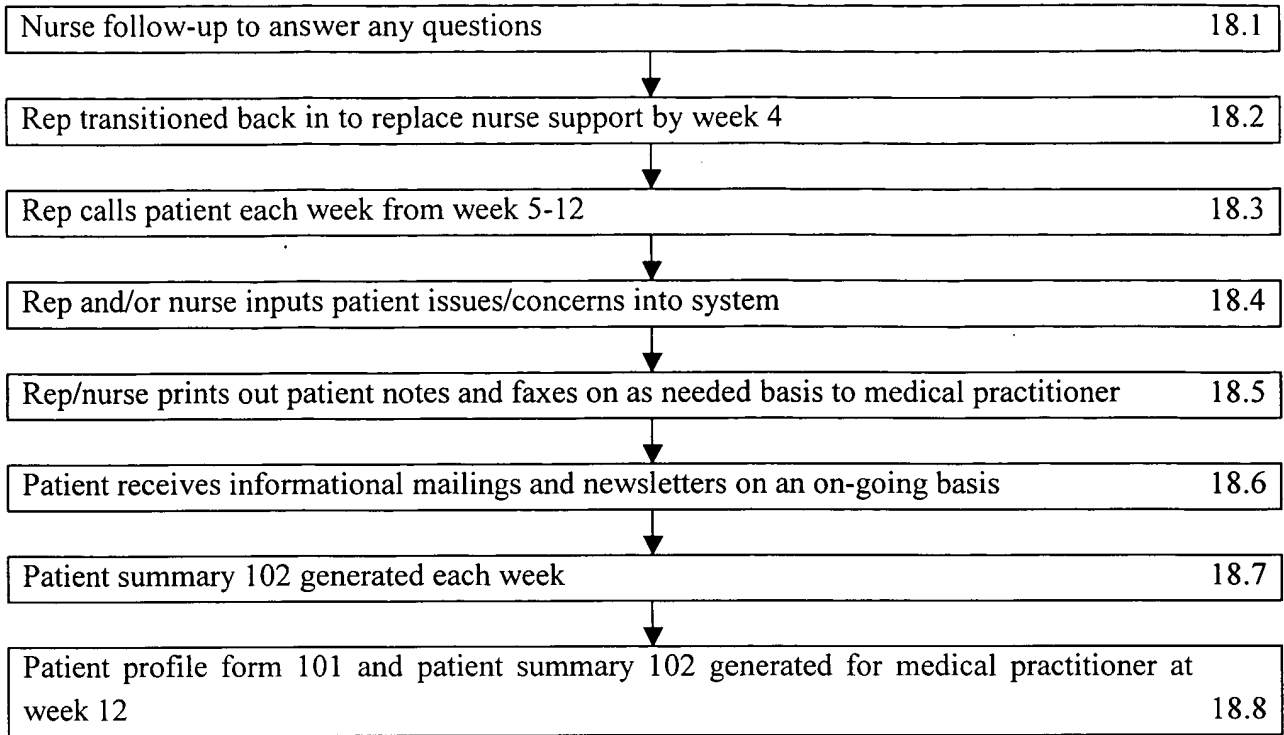
DAYS 4-7 POST-PROCEDURE



09725406-041701

Fig. 18

WEEKS 1-12 POST PROCEDURE



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BEST AVAILABLE COPY

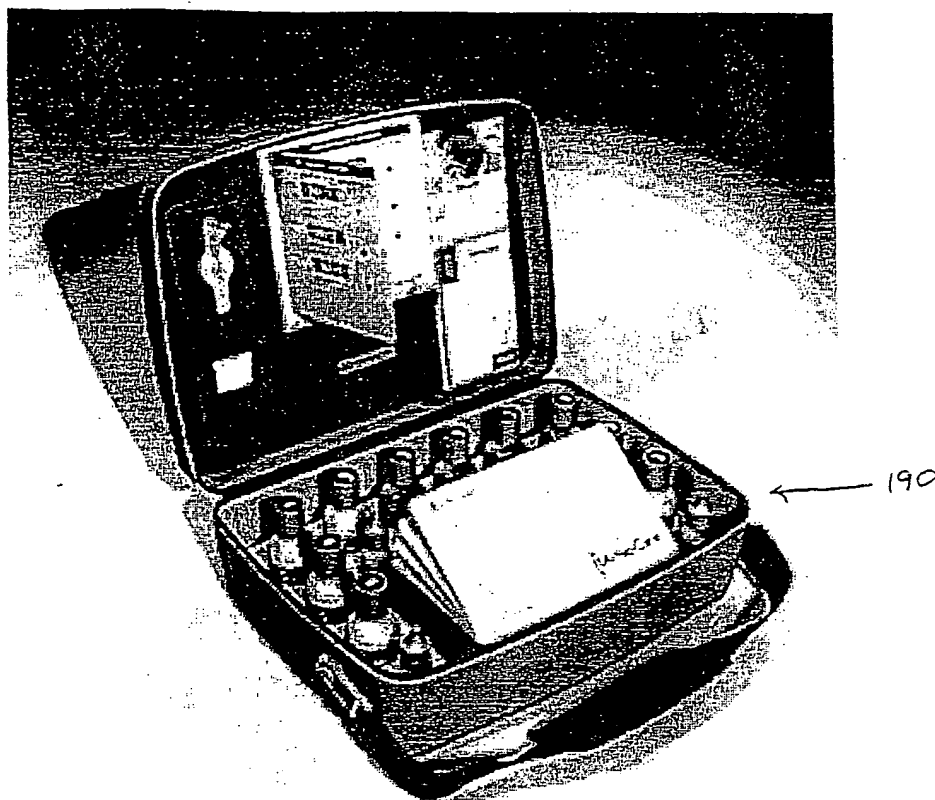


FIG. 19

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Fig. 20

MARKETING PROCESS FLOW

